

**Ministry of Public Health Notice**  
(Volume 15, A.D. 2011)

Rules, Procedures, and Conditions for the Display of Words or Statements that Might Cause  
Misunderstanding or Encourage Consumption on the Labels of Cigarettes, Cigars, Loose Tobacco, or  
Flavored Loose Tobacco Governed by the Tobacco Products Control Act of 1992

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Pursuant to the authority of Article 12 of the Tobacco Products Control Act of 1992, a law which places certain restrictions on individual rights and liberties as lawfully permitted under the authority of Article 29 and Article 43 of the Constitution of the Kingdom of Thailand, the Minister of Public Health issues the following Notice:

**Article 1.** Ministry of Public Health Notice (Volume 12) of 2006, entitled "Rules, Procedures, and Conditions for the Display of Words or Statements that Might Cause Misunderstanding on the Labels of Cigarettes, Cigars, Loose Tobacco, or Flavored Loose Tobacco", issued under the authority of the Tobacco Products Act of 1992, is rescinded.

**Article 2.** Labels on packs, cartons, packages, or other packing materials for cigarettes, cigars, loose tobacco, or flavored loose tobacco manufactured in or imported into the Kingdom shall not bear the following words or statements:

(1) The words "mild", "medium", "light", "ultra-light", "low tar", or other words or statements of similar meaning or import, which might cause consumers to understand that such cigarettes, cigars, loose tobacco, or flavored loose tobacco are less dangerous or contain lower levels of toxic substances than ordinary cigarettes, cigars, loose tobacco, or flavored loose tobacco.

(2) The words "cool", "ice", "frost", "crisp", "fresh", "mint", "mellow", "rich", "aromatic", "special aroma", or other words or statements describing fragrance or flavor that might encourage consumers to use such cigarettes, cigars, loose tobacco, or flavored loose tobacco.

(3) The words "smooth", "natural", "special", "genuine", "luminous", "extra", "premium", "quality", "select", or other words or statements describing characteristics or qualities that might encourage consumers to use such cigarettes, cigars, loose tobacco, or flavored loose tobacco.

The meaning of the word "statement" as used in Article 1 shall include the conveyance of meaning by writing, symbol, or image, so as to be understood by persons in general.

**Article 3.** This Notice shall not apply to the following cigarettes, cigars, loose tobacco, or flavored loose tobacco:

(1) Cigarettes, cigars, loose tobacco, or flavored loose tobacco manufactured in or imported into the Kingdom for distribution abroad, or imported as samples for testing, analysis, or research in a laboratory, when such manufacture or importation is clearly documented.

(2) Cigarettes, cigars, loose tobacco, or flavored loose tobacco brought in by travelers for personal use in quantities exempted from permit requirements by the Excise Department.

**Article 4.** Cigarettes, cigars, loose tobacco, or flavored loose tobacco manufactured or imported for distribution in the Kingdom before the effective date of this Notice are exempt from compliance with this Notice, but such exemption shall not exceed ninety days from the effective date of this Notice.

**Article 5.** In cases of problems with implementation of or compliance with this Notice, the Director, Department of Disease Control, shall make final determination.

**Article 6.** This Notice shall become effective 180 days following the date of its publication in the Government Gazette.

Issued on the 12<sup>th</sup> day of April, 2011

Jurin Laksanawisit

Minister of Public Health